



# MARKET MATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:  
OUR COMMUNITY'S MOST DIVERSE SHOPPING EXPERIENCE

## A NEW YEAR, A NEW LOOK AND PLAN FOR MARKET MATTERS NEWSLETTER

Happy 2017 from the City of Rochester Public Market! We've decided on a fresh new format and plan for the Market Matters newsletter this year. Instead of six four-page issues this year, we're going to publish a shorter newsletter twice a month in the form of a "graphical email" for our electronic subscribers (as opposed to an attached pdf file). This will make our newsletter more timely and responsive to the public's desire for Market-related news and information! Note that we will still have print copies of all our issues available at the Market too. As always, we welcome your ideas and suggestions for Market Matters--and anything related to the Market! Drop us a note anytime at [pmarket@cityofrochester.gov](mailto:pmarket@cityofrochester.gov).

## MARKET RENOVATION/ADDITION PROJECT UPDATE

We are pleased to report that the Market renovation and addition project is moving along smoothly, thanks to a terrific project team and some favorable winter weather!

The beautiful new covered, outdoor "D" Shed opened for business in October. Its current occupants are the indoor shed vendors that moved into this temporarily enclosed shed while their building is replaced. This new "D" Shed is a replica of an original shed, built in 1904, that was demolished in 1963. The new indoor, or "B" Shed (pictured above) is well underway, with projected completion in June. This facility will feature superlative amenities and comfort for vendors and customers--and will include new restrooms! Once this state-of-the-art building is complete, the indoor shed vendors will move in, and the temporary walls on the "D" Shed will be removed, opening outdoor/covered vending space for 46 additional vendors. Local farmers and growers will have first dibs on these new vending spaces.



In addition, the four stand-alone food stands on the Market grounds--Cherry's European, Scott's, Juan and Maria's, and Zimmerman's--have received brand new structures, and are temporarily located near the Union Street entrance while the indoor shed is finished. Once "B" is done, the new food stands will be moved back to their original locations. These food stand structures have been custom fabricated from repurposed steel shipping containers by M-Design, a local company best known for expertly crafting the community's colorful food trucks.

This extensive renovation and expansion project is the result of need to upgrade old and outmoded infrastructure and facilities to meet the needs of vendors and customers, and to make this year-round venue an even more accessible, attractive and endearing destination for visitors from all walks of life.

See the City's Market Improvements web page for regular updates:

[www.cityofrochester.gov/marketimprovements](http://www.cityofrochester.gov/marketimprovements)

And stay tuned at our Facebook page:

[www.facebook.com/cityofrochesterpublicmarket](http://www.facebook.com/cityofrochesterpublicmarket)



*Billy moved to Rochester from Congo and through the City School District's Making a Connection Academy, he is adding great value to the Market Token Program for SNAP recipients with his friendly demeanor and his ability to speak four languages!*

## THE MARKET, CITY SCHOOL DISTRICT PARTNER TO PROVIDE OPPORTUNITIES FOR RESETTLED REFUGEES--AND BETTER CUSTOMER SERVICE TO THE MARKET TOKEN PROGRAM

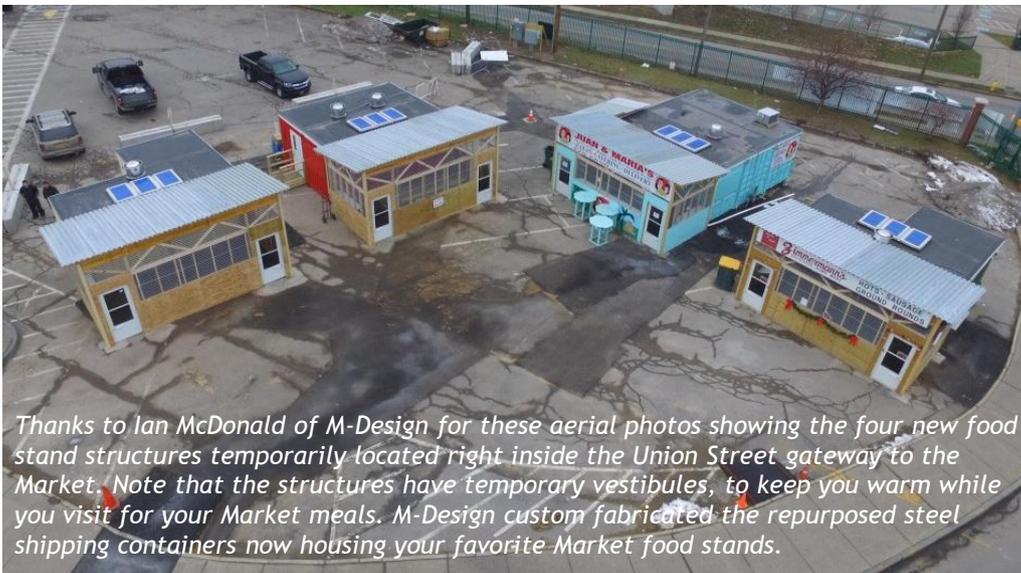
The City of Rochester Public Market and nonprofit Friends of the Public Market are thrilled to have such a dedicated and diverse group of volunteers at the Market. Because the Friends run the Market Token Program the busiest and most successful SNAP program at any farmers market in the nation, skilled and personable volunteers are essential.

Earlier in the fall, the Market was approached by Making a Connection Academy, a program of the Rochester City School District that provides refugee students ages 16-21 with opportunities and support for acculturation and self-sufficiency. MAC serves students by connecting them to services and community partners while helping them to transition to secure employment.

Additionally, MAC provides the resources, education and networks necessary for refugee young adults to achieve self-confidence and self-sufficiency. Services include English language instruction, preparation for high-school equivalency diploma, health and financial literacy workshops, career and technical Education trainings, weekly field trips to local colleges and employers, and community service.

Billy, pictured above working at the Market Token Center on December 10, is a MAC Academy participant. He moved from Congo to Rochester last summer, and thanks to the approach by MAC coordinator Alla DeWolf, is now ably assisting the Token Program on busy Saturdays.

Billy speaks FOUR languages so he is a real asset for both the Token Program and many customers. Billy also holds a full time job and takes evening classes through the Rochester City School District's Office of Adult and Career Education (OACES). Thank you Billy, and thanks to Making a Connection for...a great connection!



*Thanks to Ian McDonald of M-Design for these aerial photos showing the four new food stand structures temporarily located right inside the Union Street gateway to the Market. Note that the structures have temporary vestibules, to keep you warm while you visit for your Market meals. M-Design custom fabricated the repurposed steel shipping containers now housing your favorite Market food stands.*

**WHAT'S FRESH AT THE MARKET?** Your first thought in response to this may be "nothing, it's winter!" But the truth is that you can get fresh, local produce year-round at the Market! Produce such as kale, cabbage, and root veggies can be harvested from the fields in December and January! Here's what you can find fresh and local at the Market in January: Veggies: Beans, Beets, Cabbage, Carrots, Herbs, Kale, Onions, Parsnips, Potatoes, Squash, Turnips... and greenhouse grown tomatoes and greens. Fruits: Apples, Pears. Keep in mind too that locally produced meats and poultry, cheeses, eggs, dairy products, baked goods are also available year round!

### City of Rochester Public Market

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[cityofrochester.gov/publicmarket](http://cityofrochester.gov/publicmarket)

Tues. and Thurs., 6 a.m.-1 p.m.;  
Saturday, 5 a.m.-3 p.m.

Lovely A. Warren, Mayor

Marisol O. Ramos-Lopez,  
Commissioner

Jim Farr, Market Director

Cindy DeCoste, Rob Sharman  
Market Supervisors

Evan Lowenstein,  
Communications/Special Events

Kham Vilaysak, Chan Xomvimane  
Grounds Managers